

What is claimed is:

1. A method of advertising more than one product on a trailer, the method comprising the steps of:

providing a trailer having a first sidewall, a second sidewall and a rearwall;

providing a first advertisement, the first advertisement having a front surface having product disclosure information for a first product disposed thereon and a rear surface, wherein the first advertisement may be detachably connected to the trailer;

providing a second advertisement, the second advertisement having a front surface having product disclosure information for a second product disposed thereon and a rear surface, wherein the second advertisement may be detachably connected to the trailer;

attaching the first advertisement to one of the first sidewall, the second sidewall and the rearwall of the trailer wherein the product disclosure information for the first product is visible on the first sidewall, second sidewall or rearwall of the trailer;

attaching the second advertisement to the sidewall or rearwall of the trailer to which the first advertisement is attached, wherein the product disclosure information for the second product is visible on the first sidewall, second sidewall or rearwall of the trailer;

displaying the first advertisement for a predetermined period of time;  
displaying the second advertisement for a predetermined period of time;  
removing the first advertisement from the sidewall or rearwall of the  
trailer once the predetermined period of time has passed; and  
removing the second advertisement from the sidewall or rearwall of the  
trailer once the predetermined period of time has passed.

2. The method of claim 1 wherein, in the steps of providing first and second advertisements, the product disclosure information for the first and second products are selected from the group consisting of the name of the product, the name of the company that produces the product, the name of the distributor that sells the product, the name of a type of service provided by the company or distributor, a logo, letters, numbers, graphics, and combinations thereof.

3. The method of claim 1 wherein, in the steps of attaching the first and second advertisements to one of the first sidewall, the second sidewall and the rearwall of the trailer, an attachment element is provided on at least one of the rear surface of the first or second advertisement and the sidewall or rearwall of the trailer to which the first and second advertisements is attached, and wherein the attachment element is selected from the group consisting of adhesives, cohesives, magnetic materials, heat sealable materials, chemically

shrinkable materials, pressure sealable materials, sonic sealable materials, vibratory sealable materials, weld sealable materials, mechanical or barb-type fastening means or clamps, clamps, ties, labels, bands, ribbons, strings, tapes, staples, and combinations thereof.

4. The method of claim 1 wherein the first advertisement and the second advertisement are replaced at the same time.

5. The method of claim 1 wherein the first advertisement is replaced prior to replacing the second advertisement.

6. The method of claim 1 wherein the method further comprises the step of producing the first and second advertisements.

7. The method of claim 1 wherein, in the step of providing a trailer, the trailer is selected from the group consisting of a semi-trailer and a tractor-trailer.

8. A method of using a trailer for displaying replacement advertisements, comprising the steps of:

dividing at least a portion of one of a first sidewall, a second sidewall and a rearwall of a trailer into two or more sections wherein each of the

two or more sections is adapted to display a replaceable advertisement and wherein the combination of the replaceable advertisement and the section of the sidewall or rearwall of the trailer is offered for sale for a predetermined period of time;

generating a series of prices wherein each price comprises:

- a factor based on a size of the section, and
- a factor based on a predetermined period of time that the advertisement is displayed on the section of the sidewall or rearwall of the trailer;

generating an offer for the combination of the replaceable advertisement and the section of the sidewall or rearwall of the trailer wherein the size of the section, the content of the advertisement and the predetermined period of time that the advertisement is displayed on the section of the rearwall of the trailer have been selected for the offer;

selling the offer to a customer for advertising a product, name, graphic, service or logo associated with the customer; and

transmitting the offer to a distributor for production of the advertisement and placement of the advertisement on the section of the sidewall or rearwall of the trailer for the predetermined period of time.

9. The method of claim 8 wherein, in the step of generating a series of prices, the size of the section is selected from the group consisting of about 2'x2', about 2'x4', about 4'x2', about 4'x6', about 6'x4', about 4'x'8, about 8'x4', about 8'x8', about 8'x10', about 10'x8', about 8'x12' and about 12'x8'.

10. The method of claim 8 wherein, in the step of generating a series of prices, the predetermined period of time is selected from the group consisting of 30 days, 45 days, 60 days, 90 days, 120 days, 150 days, 180 days, 210 days, 240 days and 270 days.

11. The method of claim 8 wherein, in the step of generating a series of prices, each of the prices further comprises a factor based on a travel path of the trailer for the predetermined period of time.

12. The method of claim 11 wherein the travel path is selected from the group consisting of a local travel path, a regional travel path and a national travel path.

13. The method of claim 8 wherein, in the step of dividing at least a portion of one of a first sidewall, a second sidewall and a rearwall of a trailer into two or

more sections, the trailer is selected from the group consisting of a semi-trailer and a tractor-trailer.

14. The method of claim 8 further comprising the step of transmitting a portion of the offer from the distributor to an owner of the trailer.

15. A method of using a trailer for displaying replacement advertisements, comprising the steps of:

dividing at least a portion of one of a first sidewall, a second sidewall and a rearwall of a trailer into two or more sections wherein each of the two or more sections is adapted to display a replaceable advertisement and wherein the combination of the replaceable advertisement and the section of the sidewall or rearwall of the trailer is offered for sale for a predetermined period of time;

generating a series of prices wherein each price comprises:

a factor based on a size of the section, and

a factor based on a predetermined period of time that the advertisement is displayed on the section of the sidewall or rearwall of the trailer, and

a factor based on a travel path of the trailer for the predetermined period of time;

generating an offer for the combination of the replaceable advertisement and the section of the sidewall or rearwall of the trailer wherein the size of the section, the content of the advertisement and the predetermined period of time that the advertisement is displayed on the section of the sidewall or rearwall of the trailer have been selected for the offer;

selling the offer to a customer for advertising a product, name, graphic, service or logo associated with the customer; and

transmitting the offer to a distributor for production of the advertisement and placement of the advertisement on the section of the sidewall or rearwall of the trailer for the predetermined period of time.

16. The method of claim 15 wherein, in the step of generating a series of prices, the size of the section is selected from the group consisting of about 2'x2', about 2'x4', about 4'x2', about 4'x6', about 6'x4', about 4'x'8, about 8'x4', about 8'x8', about 8'x10', about 10'x8', about 8'x12' and about 12'x8'.

17. The method of claim 15 wherein, in the step of generating a series of prices, the predetermined period of time is selected from the group consisting of 30 days, 45 days, 60 days, 90 days, 120 days, 150 days, 180 days, 210 days, 240 days and 270 days.

18. The method of claim 15 wherein the travel path is selected from the group consisting of a local travel path, a regional travel path and a national travel path.

19. The method of claim 15 wherein, in the step of dividing at least a portion of one of a first sidewall, a second sidewall and a rearwall of a trailer into two or more sections, the trailer is selected from the group consisting of a semi-trailer and a tractor-trailer.

20. The method of claim 15 further comprising the step of transmitting a portion of the offer from the distributor to an owner of the trailer.

21. A method of advertising more than one product on a vehicle, the method comprising the steps of:

providing a vehicle having a first sidewall, a second sidewall and a rearwall;

providing a first advertisement, the first advertisement having a front surface having product disclosure information for a first product disposed thereon and a rear surface, wherein the first advertisement may be detachably connected to the vehicle;



providing a second advertisement, the second advertisement having a front surface having product disclosure information for a second product disposed thereon and a rear surface, wherein the second advertisement may be detachably connected to the vehicle;

attaching the first advertisement to one of the first sidewall, the second sidewall and the rearwall of the vehicle wherein the product disclosure information for the first product is visible on the first sidewall, second sidewall or rearwall of the vehicle;

attaching the second advertisement to the sidewall or rearwall of the vehicle to which the first advertisement is attached, wherein the product disclosure information for the second product is visible on the first sidewall, second sidewall or rearwall of the vehicle;

displaying the first advertisement for a predetermined period of time;

displaying the second advertisement for a predetermined period of time;

removing the first advertisement from the sidewall or rearwall of the vehicle once the predetermined period of time has passed; and

removing the second advertisement from the sidewall or rearwall of the vehicle once the predetermined period of time has passed.

22. The method of claim 21 wherein, in the step of providing a vehicle, the vehicle is selected from the group consisting of a car, sport utility vehicle, bus, van, and truck.

23. A method of using a vehicle for displaying replacement advertisements, comprising the steps of:

- dividing at least a portion of one of a first sidewall, a second sidewall and a rearwall of a vehicle into two or more sections wherein each of the two or more sections is adapted to display a replaceable advertisement and wherein the combination of the replaceable advertisement and the section of the sidewall or rearwall of the vehicle is offered for sale for a predetermined period of time;

- generating a series of prices wherein each price comprises:

- a factor based on a size of the section, and

- a factor based on a predetermined period of time that the advertisement is displayed on the section of the sidewall or rearwall of the vehicle;

- generating an offer for the combination of the replaceable advertisement and the section of the sidewall or rearwall of the vehicle wherein the size of the section, the content of the advertisement and the predetermined period of time that the advertisement is displayed

on the section of the rearwall of the vehicle have been selected for the offer;  
selling the offer to a customer for advertising a product, name, graphic, service or logo associated with the customer; and  
transmitting the offer to a distributor for production of the advertisement and placement of the advertisement on the section of the sidewall or rearwall of the vehicle for the predetermined period of time.

24. The method of claim 23 wherein, in the step of providing a vehicle, the vehicle is selected from the group consisting of a car, sport utility vehicle, bus, van, and truck.